



# Business Matters

THE CITY OF SAN DIEGO

## Spring 2012

### Small Local Business Enterprise Program



Are you a local small business interested in pursuing contracts with the City of San Diego? Launched in July of last year, the City of San Diego's Small Local Business Enterprise Program was designed to increase the level of participation on City contracts by smaller local businesses by providing preference points and bid discounts to better position a certified small local business enterprise for award when competing for a City contract.

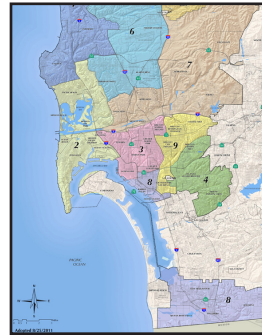
The program is open to qualifying businesses located within the County of San Diego, and businesses must also meet average annual gross receipt maximums. Businesses

can be certified as a Small Local Business Enterprise (SLBE) or an Emerging Local Business Enterprise (ELBE). In addition, if your business is already certified as a Disabled Veteran Business Enterprise (DVBE) or micro business enterprise through the State of California, you automatically qualify as long as the business is local (within San Diego County) and you complete the SLBE application. You may access the application and learn more about the program at [www.sandiego.gov/eoc/boc/slbe.shtml](http://www.sandiego.gov/eoc/boc/slbe.shtml).

### REDI Mapping Tool Now Available

In an effort to assist and encourage private industry investment and development, the City of San Diego worked with SanDAG to create a convenient way to access information on the wide array of business development and incentive zones available throughout San Diego.

Businesses and property owners can now easily determine if their location is located within an incentive zone or a special assessment districts. For property-based information, access SanDAG's Regional Economic Development Information module (REDI). This mapping system allows visitors to enter either a property address or Assessor Parcel Number (APN) to obtain a Business Incentive Report with special incentive zone and district information. You can access the REDI or the SDREZ Street Range guide by visiting <http://www.sandiego.gov/economic-development/industry/incentive.shtml>



### Apps Campaign

Mayor Sanders and the City of San Diego are challenging the software developer community to create new apps using city and partner data from the city of San Diego, SDG&E, Metropolitan Transit System, SanGIS and Scripps Institution of Oceanography. Apps for the challenge must use at least one data set from the city and partner sources but may also incorporate data from other sources.

They're also inviting the public to share their ideas for innovative new apps. Winners will receive \$50,000 in cash prizes as well as promotional exposure.

The deadline for submissions is April 11, 2012. The public voting and judging will take place between April 25 and May 23, with winners announced in mid-June. Visit <http://sdappschallenge.com/> for more information.

### Message from the Mayor

Creating and retaining jobs is a critical part of weathering the current economic storm. The City of San Diego is working with local businesses, trade groups and other government agencies to implement strategies for job development.



Mayor Jerry Sanders

Mayor Sanders has taken the lead in Washington, DC and Sacramento helping to bring new money for public projects to our region. Working with business and community leaders from throughout San Diego, he has been successful in securing commitments for more than \$100 million in federal stimulus funds for transportation, energy efficiency and other projects that will create jobs in our area. The Mayor is also working to ensure that the state's own budget crisis won't become an undue burden on local government of dim hopes for creating additional jobs in the year ahead.

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For more information visit [www.sandiego.gov/directories/business.shtml](http://www.sandiego.gov/directories/business.shtml)

This information is available in alternative formats upon request.

Para obtener una copia de esta publicación en Español, por favor visite la página en internet de la Ciudad en: [www.sandiego.gov/ecdnews.shtml](http://www.sandiego.gov/ecdnews.shtml)

## Storefront Improvement Program

The City of San Diego works with small businesses to increase their commercial curb appeal. Applying for the Storefront Improvement Program (SIP) is the first easy step for small business owners toward revitalizing their building façades with city assistance.

Incentives are available for single storefronts, multitenant commercial storefronts and historic commercial renovations. Thanks to help from the Commission for Arts and Culture's Public Art Program, we also have a public art incentive. Twenty artists have been selected to work with business owners who want to add something special to a commercial facade renovation and receive the public art incentive.

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's website at [www.sandiego.gov/storefront](http://www.sandiego.gov/storefront) or call the Economic Development Department at (619) 236-6460.



## California Enterprise Zones Keeping Businesses in the San Diego Region

California's Enterprise Zone program is one of the state's most successful economic development tools, combating poverty and unemployment in disadvantaged areas of our state and encouraging business growth and expansion. During these tough economic times, businesses need help to create jobs and keep people employed, Enterprise Zones do exactly that. They especially help vulnerable and disadvantaged people find work in the places that they live. Businesses located in San Diego's Enterprise Zone are eligible to receive a wide range of state and local incentives designed to help businesses maintain and expand their operations. The program gives employers a hiring credit incentive to hire people motivated to find jobs but face certain barriers to employment and a credit for qualifying equipment purchases.

Additional information is available on the following websites: [www.sandiego.gov/economic-development/business-assistance](http://www.sandiego.gov/economic-development/business-assistance); and [www.SDREZ.org](http://www.SDREZ.org).

## THINK BLUE!

Business owners play an important role in preventing pollution. Our economy depends on keeping our beaches and bays clean and free of pollution. We need your help.

Everything that enters local storm drains can flow untreated directly to our beaches and into the ocean. That's why businesses must follow every *best management practice* to keep pollutants like trash, landscape trimmings, and chemicals away from our storm drains.

By law, businesses (including mobile businesses working within City limits) must prevent runoff from entering the City storm drain system. These requirements are spelled out on our website at [sandiego.gov/stormwater/plansreports/jurmp.shtml](http://sandiego.gov/stormwater/plansreports/jurmp.shtml) (appendices X and XI). For additional information and assistance about your legal requirements, please contact the Storm Water Division at (858) 541-4300 or at [thinkblue.org](http://thinkblue.org).

**A change for the better begins with you - Think Blue, San Diego!**



## At Your Fingertips:

**The Small Business Advisory Board** works with the City to reduce regulations, and make the permit process more business-friendly. The board meets regularly and any member of the public is invited to attend. For details, visit [www.sandiego.gov](http://www.sandiego.gov) and search for "business advisory" or call (619) 236-6700 for a schedule.

**Business Tax online application process.** Business owners are now able to apply for or renew a Business Tax Certificate and make payment on-line 24 hours a day. This new online process provides real-time confirmation that a Business Tax application or renewal has been received. The on-line Business Tax application can be accessed via the web at [www.sandiego.gov/treasurer/taxesfees/btax/btaxhow.shtml](http://www.sandiego.gov/treasurer/taxesfees/btax/btaxhow.shtml)

**The City of San Diego's Small Business Ambassador has a Facebook page!** Learn about City of San Diego programs and services, special events, and opportunities that benefit the small business community including "How to Do Business with the City" workshops, Small Business Advisory Board Meetings, and other special small business events. Visit her at [www.facebook.com/smallbusinessambassador](http://www.facebook.com/smallbusinessambassador)

**The San Diego Public Library** provides research services to small businesses looking for information on business startup, marketing, technology, finance and more. Find help at the Central Library, 820 E St., in the Social Sciences Section, located on the third floor. For more information, call 619-238-5800.

**The Internal Revenue Service and the State of California Employee Development Department** offer free seminars to help employers comply with the federal and State of California employment tax laws. Call (949) 389-4609 for a current schedule or visit [www.irs.gov](http://www.irs.gov) for more information.

**Small Business Health Insurance.** Looking for affordable health, dental, vision, and life insurance tailored specifically for San Diego small business owners and their employees? Then consider City Care Benefits sponsored by the San Diego Business Improvement District Council. Contact MVI Administrators at (619) 260-2660 or email: [citycare@mviinc.net](mailto:citycare@mviinc.net)

**SCORE Counselors** offer a variety of on-going workshops on small business topics. Check the website for current calendar and registration at [www.score-sandiego.org](http://www.score-sandiego.org) or call (619) 557-7272 for more information.

**Live Border Traffic Updates Save Time.** **BorderTraffic.com** allows travelers to view current border crossing conditions before actually leaving for or arriving at the border. Users can access border-crossing information through their mobile devices. The service is free to the general public. For more information in Spanish and English, visit [LaLineaEnVivo.com](http://LaLineaEnVivo.com).